



EVENTS

VERB Anytour

VERB's inaugural national mobile tour, the **Anytour**, launched in June 2004 and ran through October 2004. The **Anytour** reached tweens at events such as minor league baseball games, amusement parks, and summer camps where tweens were engaged in a wide range of "Anytime, Anywhere" activities. Kids tried games with a twist like playing basketball with a garbage can and using broomsticks while playing hockey. The tour brought together several sponsors including **NHL, WNBA, NFL, WTA, Six Flags Wilson, ESPN Play Your Way, and Coop Active Sports**. The tour attended 499 events and reached more than 843,000 tweens, well surpassing the goal of 500,000 by 68%.

After a short break, the tour was relaunched for its second leg on February 14, travelling nationally until May 31. The second leg of the tour concentrated on smaller events where the **Anytour** was the main event hitting after school programs, minor league baseball games and CBOs. All tween activations were rewarded with a CD-ROM that encouraged sustained physical activity and drove them to **VERBnow.com** to build a ViRT and record their activity. The second leg of the tour visited about 455 events and activated more than 300,000 tweens.

Teen People Rock 'n Shop

VERB rocked **Teen People's Rock 'n Shop** with the **VERB Dance Revolution Challenge!** The tour visited seven malls throughout the summer, with an attendance more than 32,000 nationwide. Kids learned the hottest dance moves from MTV award-winning dance choreographer Darrin Henson, and then competed to win dance lessons in their hometown. Kids also got active at the VERB booth where they followed step-by-step dance moves on the TV screen. The tour was also supported with an in-magazine dance contest for VERB.

SIFK Road Trip

For the second year, VERB kicked off the summer with the **SI For Kids No Limits Road Trip**. The tour visited 12 amusement parks throughout the country in June and August, for a total of 28 event days and 84 performances. Extreme athletes spent the day demonstrating tricks to the excited crowd and offered interactive clinics. As the title sponsor, VERB had two customized tents with interactive video game activities to get kids movin'!



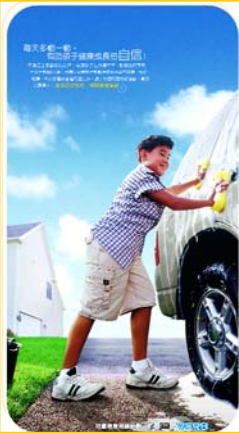
**NBC's The More You Know, "Play Every Day" PSA** (November 2004–October 2005) This 10-second PSA featured Goran Visnjic from the hit show **"ER."** The spot supported the **60:PLAY** creative platform. The PSA included the toll-free number for CDC and NBC's **The More You Know** web address. Information on NBC's web site included the CDC toll-free number, VERB's web site of **60play.com**, as well as a write up on the importance of kids playing every day.

Teen People

VERB sponsored Teen People's 2004 Listening Lounge, an annual event held in NYC featuring today's hottest musical artists. Ashanti headlined the event, and VERB hosted a dance contest where participants grooved in VERB T-shirts.

Project Zero Degrees

On December 4, 2004, VERB's Project Zero Degrees swept multiple snow sport retail locations across the nation. The partnership between VERB and the **Snowsports Industries America** was designed to get kids active by leveraging the excitement of snow sports. VERB action packs were distributed at retail to the first 100 tweens with an overall projected reach of 50,000. The action pack featured prominent snow sport brands, **USSA** athletes, and included freebies such as temporary tattoos, a carabiner, decals, a snow sport magazine mini-subscription, and activity cards. The activity cards provided kids with snow game ideas, and featured star athletes like Bode Miller, Hannah Teter, and Lindsey Jacobellis.



RESEARCH UPDATE

**VERB turns the tide when it comes to physical activity by children exposed to the campaign.**

- *As they get older, children tend to become significantly less physically active.*
- *But, children exposed to VERB actually maintain their previous activity levels.*
- *The more children are exposed to VERB, the more physically active they are.*

**Following the strong success of both Year 1 and Year 2, VERB kept the momentum going in Year 3 with a host of exciting programs aimed at activating tweens all across the country.**

**Here's a snapshot of some of those programs...**



GENERAL MARKET

Tween TV

VERB rallied the support of three pro athletes to take part in the innovative Year 3 “Sports Heroes” campaign. **Venus Williams**, standout on the Women’s Tennis Association circuit; **Landon Donovan**, Major League Soccer phenomenon and member of the U.S. Men’s National Team; and **Donovan McNabb**, premiere quarterback for the Philadelphia Eagles, encouraged kids that they don’t have to play like a pro, they just have to play! Each athlete appeared in a 30-second spot that featured kids beating the sports hero in a “kids-rules” version of their respective sports. The spots, which ran nationally on top tween-rated networks, reached 76% of kids age 9–13. Additionally, the three

TV: 99% of kids who reported VERB awareness were aware through TV commercials.

stars appeared in 15-second spots that drove kids to **VERBnow.com** where they could both check out “places to play” and download video tutorials.



stars appeared in 15-second spots that drove kids to **VERBnow.com** where they could both check out “places to play” and download video tutorials.



Online Tutorials

**VERBnow.com** featured video tutorials from each member of the Year 3 VERB all-star team that showed kids step-by-step how to do their favorite tricks. Venus demonstrated a proper backhand, forehand, and serve; Landon showed such cool



tricks as the kick flip, chest trap and step over; and McNabb taught kids the correct hand placement and stance for throwing a perfect spiral. While the soccer area was the most visited section within the Pro Tips page, McNabb’s football tutorials received the highest number of viewings at approximately 230,000. Landon and Venus’s tutorials garnered approximately 117,000 and 22,000 viewings respectively.

Print: Magazines were the second most important source of awareness—63% of kids who reported VERB awareness were aware through magazine ads.



ADDED VALUE/MARKETING PROGRAMS

Kids’s WB/Cartoon Network

Animated characters from **Mucha Lucha** and **Teen Titans** got active with real live kids in VERB PSAs. The three 30-second spots featured lively games of kickball, disc football, and Horse. In conjunction with the on-air PSAs, Cartoon Network also built a mini-site off of cartoonnetwork.com, showcasing the PSAs and driving viewers to **VERBnow.com**.

Disney Adventures

**Disney Adventures** drove kids to **VERBnow.com** with two in-book advertorials that ran consecutively after VERB’s brand ads, and promoted the Game Generator and ViRTS.



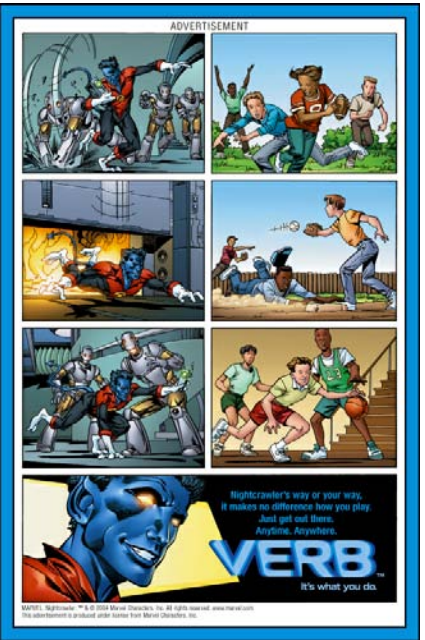
DC Comics

**DC Comics** created two custom-made ads, featuring the characters from the Justice League and Teen Titans. The ads played off of the concept used in VERB’s brand ads, while using characters that most appealed to DC’s readers, creating great synergy with the comic books editorial features.



Marvel Advertorials

**Marvel** created two full-page advertorials featuring Wolverine and Nightcrawler. Each character’s superhuman skills are compared to the activities of a normal kid, showing tweens that you don’t have to be a hero to be active—“Wolverine’s way or your way. It makes no difference how you play.”

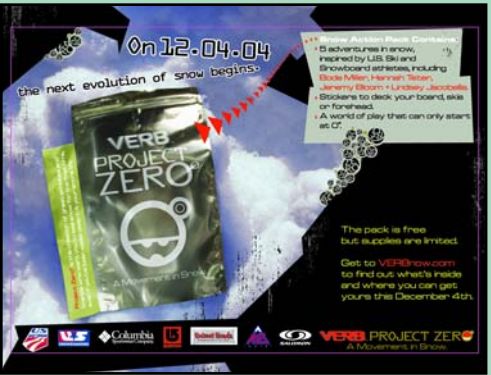


Tween Print

**Venus Williams** and **Landon Donovan** also joined forces with VERB in two full-page print ads. The ads, which ran nationally in top tween magazines, reached 67% of kids age 9–13, reminded tweens that they can play any way they want—whether it’s Venus’s way, Landon’s way or your way, it makes no difference how you play, just get out there and play!

Sports Illustrated For Kids ProVERB

Learn how to nail a kick flip from skateboarder pro **Ryan Sheckler**...get tips on dribbling, passing, crossing and how to save a save a shot from soccer players such as DC United’s **Freddy Adu** and MetroStars’ **Jonny Walker**.... **SJFor Kids** created a series of four advertorials, three of which offered kids tips and strategies from the pros. The fourth supported **VERB Project Zero Degrees**.





ADDED VALUE/MARKETING PROGRAMS

Disney Channel PSAs

The Disney Channel produced three PSAs starring some of it's top talent. Cory from *That's So Raven*, showed how hard he trains in order to do his best in break dancing competitions! Phil Duffy from *Phil of the Future* and Dave from *Down the Street*, demonstrated how to play with whatever games and rules they choose to use. Lastly, Penny from the animated show *Proud Family* rapped about how she is active with her family and friends.



GUTS

What does **G.U.T.S.** stand for? Get Up and Try Something—duh! VERB gave three tweens the chance to be paired up with a mentor to pursue the activity of their dreams. Nicole was paired up with a collegiate volleyball player, so she could make her school's volleyball team. Ricky worked with a top sensei to pursue his dream of learning karate. And the third tween, Lana, teamed up with an Olympic trial swimmer to improve her skills so that she will be able to join a local team. *Teen People Magazine* published six advertorials that describe Nicole's, Ricky's, and Lana's successes, their struggles, and their **G.U.T.S.!** An amazing mini-site was developed to provide further support. The site featured downloadables, quizzes, journals, and other bells and whistles. Lastly, **MTV** produced three spots that promoted the **G.U.T.S.** program during the spring.

ABC/ESPN PSAs

Emmy award-winning host Tom Bergeron from *America's Funniest Home Videos* starred in the ESPN PSA. The ESPN spots ran on the ever-popular *Sports Center* and other sports blocks, including MLB and the NBA. Katey Sagal (Cate Hennessy in *8 Simple Rules*) starred in the

ABC PSA, which aired on top shows such as *Super Nanny*, *Hope and Faith*, and *George Lopez*.

Channel One Make Every Move Count

(October 2004–March 2005)  
For the second year, **Channel One** schools entered a sweepstakes to be selected to participate in the **Make Every Move Count** contest. A total of 120 schools were randomly selected to participate, totaling 90,000 middle school students. Each month approximately 20 schools participated in the one-week contest where students tracked their moves or steps to see which school and class had the most moves. Homerooms received kit materials including pedometers, student activity guides, teacher guide, poster, moveboard (tally poster), parent letters, and floor graphics. Each month one school with the highest number of moves won an action pack worth \$1,500 of physical activity equipment. Additionally, one winning class per school was selected and each student received a \$10 gift certificate to a local sporting goods company.

The sweepstakes and contest were supported by a mini-site on our partner's site, [www.channelone.com/verb](http://www.channelone.com/verb). Additional support included three TV spots, blast faxes to schools to motivate them to enter, as well as public relations for local participating schools.

Nickelodeon PSAs:

**Nickelodeon** aired four VERB PSAs starring top talent from their highest rated shows. In June 2004, Miranda Cosgrove of #1 rated *Drake & Josh* showed us how fun jumping rope with friends can be; rap/TV star Lil' Romeo along with his cast demonstrated some special basketball moves such as the "double take." Hockey enthusiast Devon Werkheiser of *Ned's Declassified School Survival Guide*



proved how "the ice is nice" by showing us great games to play on ice. Finally, *All That* star Jack DeSena taught us some cool, creative ways to play with a Frisbee®.

Nickelodeon Postcards:

*Nickelodeon Magazine* created and produced 10,000 custom postcards that were sent to subscribers. The mailing coincided with the relaunch of **VERBnow.com** and drove kids to the **Game Generator**. The postcard was consistent with the look and feel of the site, and gave instructions on how to use the generator: pick three things, make one game, and go out and play.

PROMOTIONAL EFFORTS

VERB Anytime Doubletime

School Promotion (April/May 2004) & Community-based Organization Promotion (September–December 2004)



This two-week promotional program was created for grades 4–8 nationwide. The concept was based on taking two activities and making your own rules and game. Kit materials included: an action pack (teacher guide), educator letter, parent letter, VERBTellers (interactive student tool), activity card deck (for classroom use), certificates of completion and stickers.

A partnership with **Kaleidoscope Marketing Group** helped activate 1.8 million students and incited more than 2.7 million hours of incremental physical activity. A grant program attached to the promotion received more than 100 applications for the 20 \$1,000 grants awarded.

A version of the program was created for youth-serving and community-based organizations with tween enrollment. This promotion was supported with trade advertisements in three youth publications including *Chronicle of Philanthropy*, *Recreational Sports & Fitness* and *Youth Today*. The program was such a success that additional materials were produced to fulfill excess orders. We experienced a 40% increase in grant applications from the previous CBO promotion of Extra Hour For Extra Action (Year 2).



VERB Play Without Borders

School Promotion (mid-October–December 2004)  
This open-ended program activated 1.2 million students in grades 4–8 in select markets. By working with school marketing partner, **Lifetime Learning Systems/Weekly Reader**, we had 2,660 schools participating in the program. The program was based on kids learning about games, activities, and sports played across the world and then having them try the games or create their own version(s) of them. The program kit included a teacher guide with reproducible parent letter and activity ideas, poster, and 150 copies of a 12-page mini-brochure, called *Playports*. The program also included physical activity grants from *Weekly Reader*—a total of 50 grants, each \$1000, were awarded to winning schools.

VERB Crossover-School Promotion

(March/April 2005)  
This three-week program was created for students in grades 4–8 and designed to increase the number of hours tweens participate in physical activity before and after school. It used basketball as the springboard for kids to create fun, new games. Students combined basketball with another activity, sport, or piece of equipment to create crossover combinations. The program reached 2 million students nationwide through Kaleidoscope Marketing Group. The program kit included: an action pack (teacher guide), educator letter, parent letters, two posters, a dry-erase/laminated bracket poster for competitions, a classroom interactive tool, award certificates, and tween interactive tool for at-home use. The kit also contained premiums, terrycloth wristbands and inflatable vinyl basketballs, plus each student received a rubber band bracelet. The program also featured a grant program for a total of 20 grants, \$1,000 each, and one \$5,000 grant for a school district.



WEB SITE

VERBnow.com

won a Gold Reggie Award in the New Media Promotion category! This is attributed to the ever-growing number of registrants and site visitors seeking out VERB's information on ideas and ways to get active!



The redesigned **VERBnow.com** is the place to go for inspiration on ways to stay active. On the site, kids can use a search engine to find activities in their zip code, click through videos and tutorials to get tips from pro sports leagues and athletes, or make up their own games with the interactive Game Generator. Kids can even create their own, customizable virtual sidekick (or "VIRT") that learns tricks and moves based on how much activity kids record. The new **VERBnow.com** turns the usually passive activity of internet surfing into a motivator of action, and allows kids to play any way they want. The site has experienced 2,596,832 site visits to-date since relaunch on August 2, 2004. There are 337,454 registrants, with 5,183,767 games generated on the site.



# WHAT THE MEDIA SAID

The VERB campaign's national efforts to increase physical activity in youth is working and attracting attention from media outlets across the county.



"We're going to continue [to exercise daily]....It's going to be a part of our lives. It gives us an opportunity after a long day for the family to get together and do something together instead of just sitting in front of the television."  
 –The Canton Repository, Canton, OH

Taking a step in the right direction, kids are participating in VERB's *Make Every Move Count* in-school program to guarantee students take at least 10,000 steps a day. Capturing media attention along the way, here are some of the highlights:

## Here's what's been happening on the road:

"Twens discover their favorite physical activity (or "VERB") when they try different activities at VERB-sponsored events in their communities—from running to dancing and skateboarding."  
 –The Acorn, Agora Hills, CA

"Children taking action and getting healthy—VERB **Anytour**, made a stop in San Antonio today encouraging kids to pick their VERB and take action."  
 –KENS-TV (CBS), San Antonio, TX

"The VERB **Anytour** will be on hand with various energy-expunging, sports-themed activities."  
 –Miami New Times, Miami, FL

# ADDED VALUE/MARKETING PROGRAMS

## TIME for Kids—September 2004

### Student Custom Publication with Teacher/Classroom Materials:

A four-page custom publication for tweens based on **Game Generator**. Star athlete Donovan McNabb likes to play with a twist, too! Materials included physical activity ideas and a call to action to **VERBnow.com**. A poster backed up an 8-panel Teacher Guide. The materials were sent to 2.2 million 4–6th grade students and 88 thousand 4–6th grade teachers in the September 27, 2004, issue of **TIME For Kids**. The student publication was also bound into 500,000 copies of the October issue of **Sports Illustrated for Kids**.



## TIME for Kids—January 2005

### PTA/PTO Wrap and Parent Magazines:

A four-page custom magazine was created based on **60:PLAY**. The magazine asked parents to support their kids being active at least 60 minutes a day. It also included ideas on where to get play started, and finally drove parents to 60play.com for more tips. A four-page "wrap" was created to introduce PTA leaders to **60:PLAY**, and encourage distribution of the magazines to parents. The wrap provided ideas on how schools and PTAs could support play and physical activity in their community. More than 3 million magazines were mailed to select PTA groups on January 3, 2005.

### Student Custom Publication

A four-page custom brochure was created to announce the roll-out of ViRTS, virtual characters that can be created and customized by tweens and then used to track their physical activity on **VERBnow.com**. This piece was mailed out with the January 15, 2005, issue of **TIME For Kids** to 2.2 million students.



## G+J Fit Family Fit Kids (FFFK)

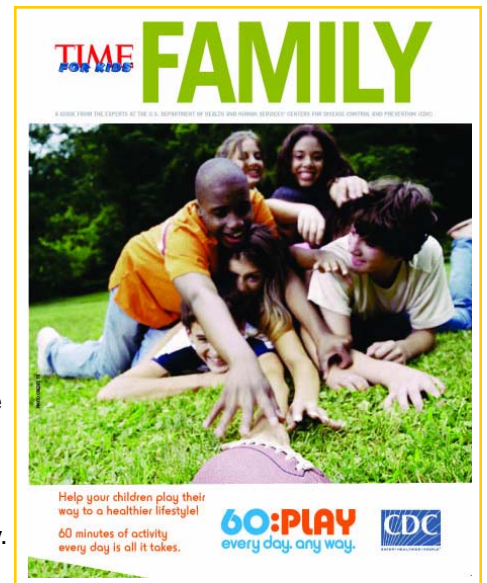
Coming back for a third year, the FFFK in-book advertorial series appeared in three magazines: **Family Circle**, **Parents** and **Fitness**. The program focused on three new families, tracking them over a six-month period and following their progress as they worked with fitness experts to try to change their lifestyles.



## TIME for Kids—September 2004

### Parent Publication

A four-page custom brochure for parents created to generate awareness, increase physical activity at home and parents support of physical activity with their children. The brochure included ideas for activities, places to play, and ways to encourage kids to play. A total of 2.2 million parent publications were sent in September via **TIME For Kids** subscriptions, in time for parent-teacher conferences.





# ASIAN-AMERICAN EFFORTS

## Parent TV

The two 30-second TV spots ran in major Cantonese, Mandarin, and Korean TV stations nationally from September 2004 to April 2005. The objective was to give parents and caretakers motivation and tips on how to overcome barriers that prevent their kids from becoming physically active every day, for at least 60 minutes. The spots reiterated that being physically active every day does not always require a lot of time and money. All it takes is some creativity and motivation to discover new and easy ways to keep kids healthy.



## Parent Print

The two print ads ran in major Chinese and Korean newspapers from September 2004 to April 2005. Whether it's jogging with the dog or skipping rope, washing the family car or riding their bike, it's important that parents and caretakers encourage their children to do at least 60 minutes of physical activity each day.

## Backgrounders

### Physical Activities Ideas and Advocate for Right Environment

Two backgrounders were released to Chinese and Korean newspapers: one in November 2004 and the other in March 2005. Each backgrounder included a color "Teaser Box" on the front page of the newspaper and a black and white 1/3-page advertorial. The first backgrounder gave physical ideas for home and school, while the second one told parents things that they can implement to provide a fun yet safe environment for kids to play in every day.

소홀히 할 수 없는 매일 60분 간의 신체운동. 더 재미있고 쉽게 할 수 있는 방법이 없을까요?

다음 페이지를 보십시오.

부모는 자녀들의 활발한 신체 활동을 위해 보다 나은 환경을 조성해 주는 핵심적인 역할을 합니다.

E2페이지에서 그 방법을 알려드립니다.

為孩子創造理想活動環境・父母的行動至為關鍵！

請馬上翻閱內頁詳情。

매일 60분간의 신체 활동이 자녀들에게 중요하다는 것을 알고 깨실 것입니다. 하지만 건강한 생활 방식을 위한, 재미있고 안전한 환경이 마련 되도록 도와주셔야 합니다.

## Events

More than 160,000 people attended the **Harvest Moon Festival** in Arcadia, on September 25, 2004, and **Lunar New Year Parade and Festival** in Pasadena on February 13, 2005. At least 17,000 tweens had fun at the VERB Activity Zone and more than 30,000 VERB premiums were given to tweens.

## In-School Programs

- **VERB Planners** were distributed through Chinese and Korean in-language schools to 20,000 tweens in Los Angeles, San Francisco, Houston, New York, New Jersey, etc. Each kid that recorded physical activities for eight weeks received a VERB souvenir Sports Bottle.
- **Activity Tip Sheets** were placed in the waiting area at the participating in-language schools for more than 25,000 parents and caregivers. The Tip Sheet reminds parents that 60 minutes of physical activity is necessary to ensure balance in their child's life, and it's as easy as "play." It aims at inspiring parents to be creative and to carve out options for play every day and anywhere.

## Added Value

Five press releases were sent out to Chinese and Korean publications. Topics included "Activate Your Girls," "Developmental Needs and Physical Activities," and "Play It Safe." **A total of 56 clips were received as of March 1, 2005, with more than 6.1 million estimated impressions.**

# HISPANIC-LATINO EFFORTS

## Parent TV

Two in-language 30-second spots were produced in May 2004. Both "Basketball" and "Baseball" transformed kids from a sedentary situation into a physically active environment. The overall campaign message "*Niños Activos. Familias Sanas,*" that is, "**Active Kids. Healthy Families,**" communicated the need for parents to get their kids involved in at least one hour of daily physical activity a day as a means of maintaining a healthy family. Viewers can see them throughout the day on Telemundo.

A series of in-language PSAs were also produced. They were shot with influential community leaders and celebrities like Victor Manuelle, award-winning Puerto Rican musician, and Jesse Losada, national Telemundo sportscaster. One of the more popular celebrities who starred in a series of PSAs was Manu Ginobili, guard on the NBA's San Antonio Spurs, NBA All-Star and Olympic gold medalist. Accrediting his parental encouragement and support to stay active as a child, with his success as an adult, the campaign message was a slam dunk!



## Parent Print

Like the TV spots, the print ads encouraged parents to get their kids active by comparing two different scenarios: one where kids are depicted in a sedentary mode, the other where those same kids are engaged in physical activity. The overall message for "Basketball" and "Baseball" reinforces the notion that kids spend too much time in front of the TV or playing video games. If they spent only one of those hours engaging in physical activity, they'd be better off.

These ads ran in popular parent-targeted publications including **Healthy Kids en Español, Selecciones** (equivalent to **Reader's Digest**), and **VISTA** (a newspaper supplement).

## Parent Radio

The radio spots coincided with the TV and print ads, thereby creating a truly integrated campaign. In addition to general spots that ran throughout the year, specific spots were created to coincide with periods throughout the year where parents are faced with decisions regarding how their children will spend their free time. Those periods include New Year's break, before summer vacation, and back-to-school.

How many Hispanics are exposed to the campaign message via TV, radio and print? The total Hispanic/Latino media buy effectively reaches over 90% of all adult U.S. Hispanic/Latinos, age 25–54, at a frequency of almost 35 times!

## Event Tour

A young, energetic Hispanic crew managed two mobile-marketing tours that traveled throughout the Los Angeles, Miami and Houston areas. The first tour reached 200,000 Hispanic parents (July 2004–December 2004). More than 160,000 premiums were distributed and more than 3,000 parents signed a pledge book committing to trying to get their kids engaged in at least 60 minutes of physical activity every day.

In addition to reaching parents, the tour also interacted with community leaders. As a matter of fact, one Texas mayor declared October 23 **Niños Activos. Familias Sanas Day**. Estimated media impressions surpassed 2 million people. It is anticipated that a second tour, running through May 2005, will enjoy similar success!

## More Community Highlights

- School principals from across the country were offered an in-language mini-magazine to distribute to parents about the need to get their kids involved in physical activity. The full order was fulfilled with a total of 254,000 copies of the magazine being distributed. Exceeding initial forecasts, additional orders continue to be requested.
- Some 5,100 pediatric offices across the country were sent a set of posters and brochures to remind parents to keep their kids active.
- Literature was distributed at various community health fairs, including those sponsored by **Wal-Mart** and **Univision**, resulting in communication with roughly 15,000 Hispanic/Latinos in major Hispanic markets.





NATIVE AMERICAN EFFORTS

More than 3,200 kids got active in the spring, fall, and summer months of 2004 and 2005. The VERB Activity Zone, a one-day event on the Leech Lake Reservation, brought more than 500 kids from six school districts



together for a day of native dancing, sack races, 3-on-3 basketball tournaments, and more! Health officials were there to help educate kids and parents about the benefits of an active lifestyle.

In September, a 3-day school tour reached 2,000 kids in 12 schools throughout the

Pine Ridge Reservation in South Dakota. Tribal leaders, teachers, kids, and physical education specialists turned kids on to team sports, like basketball and volleyball.

The summer of 2005 was an active one for kids on Cherokee Reservations. Kids from North Carolina's Eastern Band of Cherokee tribes were treated to a river rafting adventure as a reward for participating in youth organizations. And the Spokane Indians, a Triple-A baseball club in Spokane, Washington, agreed to host a baseball clinic for 200 lucky boys and girls from the Colville Reservation.

Native American efforts have raised awareness through radio interviews on national native radio talk shows, and ad placements in native media outlets throughout the country. VERB articles have appeared in national native newspapers, as well as several local papers in the four targeted regions. Articles on everything from holiday gift suggestions that promote physical activity, to tips on reducing kids' television viewing have received media attention throughout Native American Country.

Parent Print

Four print ads ran in major Native publications throughout Phase III. The parent print campaign, Proud. Strong. Active. appeared in two national native newspapers, four tribal papers, and five national native magazines. The full-page, color ads featured kids and parents promoting physical activity as an Native American tradition. The parent print campaign reached nearly 60,000 Native American parents nationwide.



Out Of Home Proud. Strong. Active. Billboards were put up throughout two of the four focus regions from September 2004–February 2005. The Out-Of-Home efforts reached approximately 20,000 residents and visitors traveling daily through the Leech Lake, MN and Pine Ridge, SD reservations during the six-month period.

AFRICAN-AMERICAN EFFORTS

Parents and Influencer Print and Radio:

The “What could be simpler?” campaign included 4 print ads, 6 radio spots, and 12 animated print ads for the Internet. Print ads ran in Essence, VIBE, American Legacy, Family Digest, Jet, Upscale, Slam. Thirty-second radio ads ran on ABC Urban Advantage and AURN. The radio spots ran 376 times and generated 324,070,000 total impressions! Our Internet animated creative is housed at Blackamericaweb.com and doughbanks.com. The Internet creative generated 11,662,688 total impressions.



Events: AND 1 Mixtape Tour 2004

(Twens and Families) Duration of the tour: June–August (12 weeks) Tour Attendance: 216,987 Activity: For on-site interactive exposure, VERB set up four booths with VERB signage, and the VERB Street Team distributed VERB premiums, while talking to kids and parents about the fun and importance of the VERB message. The premiums included a basketball hoop and ball, a Velcro ball and paddle catch set, Hacky sacks, and VERB bags. Approximately 8,000 premiums were distributed. On-site attendance for interactive exposure: 35,000 specific to Los Angeles, Houston, New York and Miami.



Omarion and B5 Tour

The official VERB title sponsored tour package featured Sony Music artist Omarion, and Bad Boy artist B-5, February–March 2005. Both tours covered 40 dates and 30 markets simultaneously and consisted of radio promotions, live performances, and in-store promotions.

Nazr Muhammad, from the New York Knicks, took a minute off the court to inspire young people to have fun, stay fit, and stay active at Chelsea Pier Bowling Alley in New York City. Children's Village Boys and Girls Club from the Bronx brought more than 50 kids to enjoy bowling and hang out with Nazr. VERB was a major sponsor that contributed signage, and promotional giveaways. The event took place on January 17, 2005.

